

## CLAIMS

What is claimed is:

1. A product display stand, comprising:

a vertical support having a first end and a second end,

5 an arm connected to said first end and extending outwardly therefrom,

a product being displayed connected to a distal end of said arm,

a base plate connected to said second end,

a horizontal base connected to said base plate so that said horizontal base and  
said base plate form a T-shaped outline.

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2. The stand described in claim 1, wherein said vertical support is comprised of  
at least two individual segments, a top of each segment connected with a base of a next  
segment so that a portion of a top of each said segment slides inside a base of a next  
higher segment.

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3. The stand as described in claim 1 wherein each of said vertical segments has  
a frustoconical end,

each said frustoconical end is secured to an adjacent vertical segment by a  
threaded bolt extending perpendicularly through both said vertical segments.

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4. The stand as described in claim 1, wherein said horizontal base  
comprises a first member and a second member, each of said first member and said

second member having a first end and a second end, a frustoconical portion of said second member first end slides inside said first member first end to form a single joint, said base plate connected to said first member at an intermediate point of said first member,

5        said base plate connected to said second member at said second end of said second member.

5. The stand as described in claim 1, wherein said first member is longer than said second member, said first member extending into an interior of said T-outline to form a channel, said channel having an opening perpendicular to said channel longitudinal axis.

6. The stand as described in claim 1, wherein said T outline is formed by a first rectangular shape intersecting a second rectangular shape, said first rectangular shape being defined by said first member, said second member, and said base plate,

15        said second rectangular shape being defined by said first member and said second member, said first member detachably connecting to said second member at a centerline of said T outline.

20        7. The stand as described in claim 1, wherein said support base is configured so that said first member second end and said second member second end extend

perpendicular to said first member first end and said second member first end.

8. The stand as described in claim 1 wherein each of said first and said second member are configured to have five 90° bends.

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9. The stand as described in claim 1, wherein said first member second end extends further into an interior of said T-outline than said second member second end.

10. The stand as described in claim 4, wherein said base plate is connected to a top surface of said support base, said support base being tubular.

11. The stand as described in claim 1 further comprising,  
support braces extending upward perpendicular to said base plate and adjacent said vertical support,  
said base plate having a planar rectangular shape.

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12. The stand as described in claim 1 further comprising sign support elements extending perpendicular to said vertical support,  
said vertical support being tubular.

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13. The stand as described in claim 4 wherein said joint is positioned on a centerline of all of said base plate, said tubular vertical support, said horizontally

extending arm, and said ceiling fan, said centerline also coinciding with said horizontal base first member second end.

14. The stand described in claim 1 wherein said product is a ceiling fan.

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15. A ceiling fan display module, comprising,

a tubular vertical support having a first segment, a second segment, and a third segment,

each of said first segment, said second segment, and said third segment having  
10 first and a second ends,

a tubular horizontally extending arm having a first end and a second end, said arm first end connected to said first segment first end,

a ceiling fan connected to said arm second end,

a rectangular base plate having a first side and a second side, said base plate first  
15 side connected to third vertical support segment second end, said third segment extending perpendicular to said base plate,

a tubular horizontal product support base connected to said base plate second side, said support base extending away from said vertical support parallel to said arm, said support base having a top side and a bottom side, said bottom side contacting a  
20 floor, and

ceiling fan boxes positioned on said support base top side, said ceiling fan boxes supported so that said ceiling fan boxes are elevated above said floor.

16. The module described in claim 15 wherein, an electrical cord extending through an interior of said vertical support.

5 17. The module described in claim 16 wherein, said support base extends parallel to said arm so that at least two said ceiling fan boxes are positioned horizontally adjacent and elevated from said floor.

18. The module described in claim 15 wherein, said support base extends  
10 outward from said vertical support in an opposite direction from said arm.

19. The module described in claim 13 wherein said arm has a U-shape and is oriented in a downward direction, said arm second end connecting to a planar horizontal mounting bracket, said ceiling fan connected to said mounting bracket.  
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20. A ceiling fan display, comprising,  
a vertical support member,  
at least one horizontal sign support connected to said vertical support member,  
a support arm extending horizontally and connected to a top of said vertical  
20 support member,  
a planar horizontal mounting bracket connected to a distal end of said support  
arm,

a ceiling fan connected to said mounting bracket,  
an electrical cord connected to said ceiling fan,  
a planar horizontal base plate connected to a bottom end of said vertical support member,

5       at least one triangular support brace, a first side of said support brace connected to said vertical support member, and a second side of said support brace connected to said planar horizontal base plate,

a support base having an extending rectangular portion, said support base connected to a bottom of said base plate, said support base extending parallel to said support arm, said support base also extending perpendicular to said support arm, said  
10       support base also extending in an opposite direction of said support arm,

product boxes contacting said support base, said product boxes elevated from a floor.